

Message Text

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ACTION EUR-06

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FM AMEMBASSY ANKARA

TO SECSTATE WASHDC 4761

USDOC WASHDC

INFO AMEMBASSY BEIRUT

AMCONSUL ADANA

AMCONSUL ISTANBUL

AMCONSUL IZMIR

UNCLAS ANKARA 4987

E.O. 11652: N/A

TAGS: BEXP

SUBJECT: TRADE EVENT SCHEDULE - FY 76

BEIRUT FOR TRDC

REF: A-4390

1. EMBASSY AND CONGEN ISTANBUL HAVE DISCUSSED PROPOSED FY-76
TRADE EVENT SCHEDULE AND HAVE AGREED ON FOLLOWING:

A. IZMIR INTERNATIONAL FAIR: WHETHER OR NOT OUR PARTICIPATION
THIS EVENT CONTINUES DEPENDS UPON COMMITMENT BY WASHINGTON
AGENCIES (USDOC, STATE, USIS) TO SUPPORT (INCLUDING PROCUREMENT
OF IMAGE EXHIBIT) AT APPROPRIATE HIGH LEVEL (AND FAVORABLE
EVALUATION OF RESULTS OF PARTICIPATION IN 1974 IZMIR FAIR).
THAT COMMITMENT MUST BE OBTAINED AT LEAST ONE CALENDAR YEAR
BEFORE EVENT TAKES PLACE IN ORDER TO PERMIT POSTS TO PERFORM
NECESSARY PRELIMINARY SUPPORT WORK IN PRODUCTIVE WAY. WE NOTE
THIS IZMIR FAIR EVENT NOT INCLUDED REF INSTRUCTION AND WOULD
APPRECIATE YOUR COMMENTS ASAP.

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B. ENERGY SYSTEMS TRADE MISSION FOR MARCH 1976.

THIS EVENT SUBJECT AND TIMING APPEARS ACCEPTABLE FOR ANKARA AND ISTANBUL. WE MAY SUGGEST ALTERNATIVE MONTH LATER. IT WOULD HAVE HELPED US TO MAKE SUITABLE COMMENT HAD WE RECEIVED SUPPORT MATERIAL ONWHAT IS SPECIFICALLY MEANT BY ENERGY SYSTEMS WITH COMPOSITION AND OBJECTIVES OF TYPICAL TRADE MISSION. AT PRESENT IN TURKEY THERE ARE SIX PRIMARY SOURCES FOR GENERATION ENERGY NAMELY LIGNITE, HARD COAL, PETROLEUM PRODUCTS, HYDRAULIC SOURCES, WOOD AND DUNG. SECONDARY SOURCES INCLUDE ELECTRICAL ENERGY, COKE AND CITY-GAS. THERE IS ALSO NATURAL GAS. PRESENTLY TURKEY PLANNING NUCLEAR PLANT AND EXPLORING GEOTHERMAL SOURCES. THERE ARE LARGE PROJECTS BEING DEVELOPED IN LIGNITE, COAL, HYDRO, AND NUCLEAR, ETC. QUESTION IS WHAT WOULD USDOC HAVE TRADE MISSION EMPHASIZE? WHEN WE KNOW THIS, WE WILL HAVE ADDITIONAL COMMENT AND SUGGESTIONS.

C. AVIATION ELECTRONICS AND GROUND SUPPORT EQUIPMENT

TRADE MISSION FOR MAY 1976. WE SUGGEST YOU DELETE THIS EVENT. EMBASSY IS PRESENTLY TRYING TO PREPARE USDOC REQUESTED MARKET STUDY ON THIS SUBJECT. BUYER PRIMARILY TURKISH GOVERNMENT AGENCIES WHICH COULD BE CONTACTED PERHAPS MORE PRODUCTIVELY THROUGH INITIAL VISIT BY U.S.SUPPLIERS AND CAREFULLY CHOSEN AGENTS RATHER THAN BY ONE SHORT TRADE MISSION. IN ANY CASE, EMBASSY AND ISTANBUL CONGEN RESOURCES NOT SUFFICIENT HANDLE BOTH TRADE MISSIONS (SEE PARA 2).

D. POLLUTION CONTROL INSTRUMENTATION AND EQUIPMENT CATALOG

SHOW. WE PROPOSE THAT THIS EVENT BE HELD IN NOVEMBER 1975. THIS EVENT SHOULD BE HELD IN ANKARA, ISTANBUL, AND IZMIR. THE SUBJECT HAS NOT YET BEEN GIVEN ATTENTION IT REQUIRES IN TURKEY. AIR POLLUTION ALREADY PROBLEM IN ANKARA AND ELSEWHERE. POLLUTION DUE TO INDUSTRIAL WASTE AND SEQAGE SYSTEMS IS GROWING BUT STILL NOT EFFECTIVELY RECOGNIZED AS PROBLEM. FOR THESE REASONS EVENT WHILE NECESSARY MAY NOT BE IMMEDIATELY PRODUCTIVE EXCEPT IN TERMS OF OBTAINING AGENTS. BUT EDUCATIONAL IMPACT MAY BE EFFECTIVE. THEREFORE HIGHLY SELECTIVE PRODUCT DISPLAY WITH GOOD PROFESSIONALLY PREPARED MOVIES, PHOTOGRAPHS, SCHEMATICS, EQUIPMENT CUT-OUTS SHOULD ACCOMPANY CATALOGS FOR INTEORATED PROMOTIONAL EVENT COVERING AIR POLLUTION CONTROL, WATER POLLUTION CONTROL, SOLID WASTE CONTROL, UNCLASSIFIED

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AND NOISE POLLUTION CONTROL.

2. IN PRINCIPLE WE SUPPORT AND WOULD LIKE ENCOURAGE INCREASING NUMBER TRADE PROMOTION EVENTS IN ORDER TAKE ADVANTAGE GROWING IMPORT MARKET FOR INVESTMENT GOODS IN INDUSTRIAL DEVELOPING TURKEY. THIS SAME GROWTH HOWEVER PLACING EXTREME PRESSURE ON EXISTING MANPOWER RESOURCES BOTH ANKARA AND ISTANBUL TO PERFORM OTHERREQUIRED NECESSARY AND EQUALLY PRODUCTIVE TRADE PROMOTION

WORK. FOR FY76 DESPITE LIMITED RESOURCES WE WILLING UNDERTAKE
TWO USDOC TRADE EVENTS PLUS IZMIR FAIR.
MACOMBER

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